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NIELSEN NATIONAL TV RATINGS REPORT 1ST NOVEMBER 1986 (October 27 - November 9)

NOTICE TO NTI CLIENTS

NTI persons audience estimates for the weeks of October 27-November 2 and November 3-November 9 (the two weeks of the First November report interval) are not available due to the disappearance of NAC diaries mailed from the Tampa, Florida, Post Office. Therefore, the 1st November Ratings Report contains only household data. Season-to-Date data in this and subsequent "pocketpieces" will exclude telecasts aired during the weeks of October 27 and November 3.

We regret the inconvenience this may cause you.

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR NOVEMBER, 1986

EVENING 7:00–11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25– 30 Min.	All 55– 60 Min.	7:00– 9:00 PM	9:00– 11:00 PM(2)	All 7:00–11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	15.5	15.0	18.1	12.0		15.4	17.7	14.9	15.9	15.4	15.6	20.4	15.9
NO. OF PROGRAMS†	14	15	28	5	IFR	7	30	36	34	40	74	13	87

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM		WEEKDAY DAYTIME 7:00AM–4:30PM					WEEKEND DAYTIME			
	Informational(1)									Sports			
	Once-a-Week	Multi-weekly	11:30PM– 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00– 10:00AM	10:00AM– 1:00PM	1:00– 4:30PM	10:00AM– 4:30PM	Chil- dren's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	8.9	11.7	3.9	6.0	4.6	4.3	4.0	6.5	5.4	4.6	10.4		9.5
NO. OF PROGRAMS†	5	3	12	13	9	6	14	10	24	28	8	IFR	10

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERNIGHTS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

! PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 9, 1986

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	WORLD SERIES GAME #7(S)	38.9	34,000	10	WORLD SERIES PRE GAME #7(S)	23.7	20,710
2	BILL COSBY SHOW	35.9	31,380	11	GROWING PAINS#	22.5	19,670
3	FAMILY TIES	34.3	29,980	12	MOONLIGHTING	22.4	19,580
4	CHEERS	28.1	24,560	13	DALLAS	21.1	18,440
5	MURDER, SHE WROTE	26.5	23,160	14	WHO'S THE BOSS?	21.0	18,350
5	WORLD SERIES POST GAME(S)	26.5	23,160	15	AMEN	20.7	18,090
7	GOLDEN GIRLS	26.2	22,900	16	NEWHART	20.1	17,570
8	NIGHT COURT	25.7	22,460	17	NBC SUNDAY NIGHT MOVIE	19.8	17,310
9	60 MINUTES	23.9	20,890	18	227	19.3	16,870

ABC NEWSBRIEF-SUN. SUN. 9.52P 1 ABC N	187	187	91	91	A	13.8	21	1206	CBS SATURDAY MOVIE SAT. 9.00P 120 CBS FF	204	206	97	99	A	10.7	19	935
ABC SPORTS UPDATE-SAT SAT. 8.58P 1 ABC SN	187	189	91	90	A	4.9	8	428	CBS SUNDAY MOVIE 1 SUN. 9.00P 115 CBS FF 2 SUN. 9.12P 120	205	208	98	99	A	16.4	26	1433
ABC SPORTS UPDATE-SUN 1 SUN. 8.55P 1 ABC SN 2 SUN. 8.58P 1	194	194	92	92	A	11.3	16	988	CBS TUESDAY MOVIE 1 TUE. 9.00P 120 CBS FF	189		94		A	14.4	24	1259
ABC SUNDAY NIGHT MOVIE 1 SUN. 8.00P 169 ABC FF 2 SUN. 9.00P 120	210	210	99	99	A	15.9	24	1390	CHEERS THU. 9.00P 30 NBC CS	208	208	99	99	A	28.1	41	2456
ABC WORLD NEWS TONIGHT M-F 6.30P 30 ABC N	207	205	99	98	A	10.9	20	953	COLBYS THU. 9.00P 60 ABC GD	210	210	99	99	A	10.0	15	874
ABC WRLD NEWS TONIGHT-SUN SUN. 6.30P 30 ABC N	156	156	81	81	A	7.4	13	647	CRIME STORY TUE. 9.00P 60 NBC OP	200	183	96	92	A	12.1	18	1058
ALF 2 MON. 8.00P 30 NBC CS		207		99	A	15.6	23	1363	DALLAS FRI. 9.00P 60 CBS GD	208	208	99	99	A	21.1	34	1844
AMAZING STORIES 2 MON. 8.30P 30 NBC GD		205		99	A	13.7	20	1197	DECISION '86-ELECT-8.26P(S) 2 TUE. 8.26P 4 NBC N		192		91	A	16.4	24	1433
AMEN SAT. 9.30P 30 NBC CS	208	209	99	99	A	20.7	35	1809	DECISION '86-ELECT-9.26P(S) 2 TUE. 9.26P 4 NBC N		174		86	A	11.5	17	1005
AMERICAN PORTRAIT 1 TUE. 8.58P 1 CBS DO	197		93		A	11.7	18	1023	DECISION '86-ELECT-10.00P(S) 2 TUE. 10.00P 25 NBC N		163		73	A	8.1	13	708
BETTER DAYS 1 WED. 8.00P 30 CBS CS	202		96		A	8.5	14	743	DECISION '86-ELECT-10.30P(S) 2 TUE. 10.30P 30 NBC N		173		80	A	7.9	14	690
BILL COSBY SHOW THU. 8.00P 30 NBC CS	216	216	99	99	A	35.9	53	3138	DESIGNING WOMEN(S) MON. 9.30P 30 CBS CS	207	203	99	99	A	17.7	26	1547

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST NOV. 1986 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D														HUNTER										A 15.6 29 1363			
DISNEY SUNDAY MOVIE						210	210	99	99	A	13.5	21	1180	SAT.	10.00P	60	NBC	OP		200	204	99	99	A	15.6	29	1363
1 SUN.	7.00P	60	ABC	FF										JACK & MIKE						205			99	A	15.5	27	1355
2 SUN.	7.00P	120												1 TUE.	10.00P	60	ABC	A		203	205	99	99	A	18.6	27	1626
DOWNTOWN						201		99		A	11.8	21	1031	KATE & ALLIE													
1 SAT.	8.00P	60	CBS	OP										MON.	8.00P	30	CBS	CS		207	207	99	99	A	11.8	20	1031
DYNASTY						210	210	99	99	A	16.9	26	1477	KAY O'BRIEN						207	207	99	99	A	15.6	23	1363
WED.	9.00P	60	ABC	GD										THU.	10.00P	60	CBS	GD		202	205	98	98	A	8.0	14	699
EASY STREET						202	202	99	99	A	13.9	20	1215	KNOTS LANDING						204	204	99	99	A	15.9	28	1390
1 SUN.	8.10P	30	NBC	CS										THU.	9.00P	60	CBS	GD		198	199	97	98	A	12.9	19	1127
2 SUN.	8.00P	30												L.A. LAW						206	208	98	99	A	16.6	26	1451
'86 VOTE ELEC. RPT-	8:38P(S)					183		81		A	17.4	29	1521	FRI.	10.00P	60	NBC	GD		207	206	99	99	A	17.8	27	1556
2 TUE.	8.38P	1	ABC	N										MAGYVER													
'86 VOTE ELEC. RPT-	9:10P(S)					183		81		A	18.6	31	1626	MON.	8.00P	60	ABC	A									
2 TUE.	9.10P	2	ABC	N										MAGNUM, P.I.													
'86 VOTE ELEC. RPT-	9:43P(S)					191		93		A	9.9	16	865	WED.	9.00P	60	CBS	PD									
2 TUE.	9.43P	77	ABC	N																							
'86 VOTE ELEC. RPT-	8:02P(S)					187		83		A	15.0	24	1311														
2 TUE.	8.02P	3	ABC	N																							
ELLEN BURSTYN SHOW						199	204	98	98	A	6.3	11	551														

SAT.	8.30P	30	ABC	CS										TUE.	8.00P	60	NBC	GD									
EQUALIZER					206	208	98	99	A	14.3	25	1250		MIAMI VICE						214	213	99	99	A	16.9	27	1477
WED.	10.00P	60	CBS	PD										FRI.	9.00P	60	NBC	OP									
FACTS OF LIFE					206	208	99	99	A	17.0	30	1486		MIKE HAMMER							207		99	A	11.8	18	1031
SAT.	8.00P	30	NBC	CS										2 WED.	8.00P	60	CBS	PD									
FALCON CREST					207	207	99	99	A	16.7	29	1460		MR. BELVEDERE						195	203	94	97	A	13.4	22	1171
FRI.	10.00P	60	CBS	GD										FRI.	8.30P	30	ABC	CS									
FAMILY TIES					215	215	99	99	A	34.3	50	2998		MOONLIGHTING						211	202	99	97	A	22.4	35	1958
THU.	8.30P	30	NBC	CS										1 TUE.	9.00P	60	ABC	PD									
GIMME A BREAK					199	201	97	99	A	15.4	24	1346		2 TUE.	8.35P	3											
WED.	9.00P	30	NBC	CS											&	8.41P	29										
GOLDEN GIRLS					210	212	99	99	A	26.2	44	2290			&	9.15P	28										
SAT.	9.00P	30	NBC	CS										MURDER, SHE WROTE						208	208	99	99	A	26.5	39	2316
GROWING PAINS					209		99		A	22.5	34	1967		1 SUN.	8.00P	60	CBS	SM									
1 TUE.	8.30P	30	ABC	CS										2 SUN.	8.12P	60											
HEAD OF THE CLASS					205	206	99	99	A	16.3	25	1425		MY SISTER SAM						203	206	99	99	A	17.2	24	1503
WED.	8.30P	30	ABC	CS										MON.	8.30P	30	CBS	CS									
HEART OF THE CITY					197	199	97	97	A	5.8	10	507		NBC MONDAY NIGHT MOVIES							201		99	A	16.5	25	1442
SAT.	9.00P	60	ABC	OP										2 MON.	9.00P	120	NBC	FF									
HIGHWAY TO HEAVEN					211	213	97	99	A	18.0	28	1573		NBC NEWS DIGEST-M-F						159	148	80	76	A	14.3	22	1250
WED.	8.00P	60	NBC	GD										1 MON.	8.08P	1	NBC	N									
HILL STREET BLUES					212	212	99	99	A	16.6	28	1451		1 TU-F	8.58P	1											
THU.	10.00P	60	NBC	OP										2 M-WTHF	8.58P	1											
HOTEL					210	210	99	99	A	14.8	26	1294		NBC NEWS DIGEST-2-M-F						163	167	84	85	A	13.3	20	1162
WED.	10.00P	60	ABC	GD										1 TU&TH	9.58P	1	NBC	N									
														2 THU.	9.58P	1											

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST NOV. 1986 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
EVENING CONT'D																																										
NBC NEWS DIGEST-SAT						156	157	79	78	A	15.7	27	1372	REPUBLICAN POLITICAL(S)						204		95		A	10.6	19	926															
SAT. 8.58P 1 NBC N														1 SUN. 10.56P 4 ABC P																												
NBC NEWS DIGEST-2-SAT.							176		86	A	14.9	25	1302	ST. ELSEWHERE						207	208	99	99	A	14.5	25	1267															
2 SAT. 9.58P 1 NBC N														WED. 10.00P 60 NBC GD						207	208	99	99	A	14.5	24	1267															
NBC NEWS DIGEST-SUN						153	150	79	77	A	12.5	18	1093	SCARECROW & MRS. KING																												
1 SUN. 9.08P 1 NBC N														FRI. 8.00P 60 CBS GD																												
2 SUN. 8.58P 1														SIDEKICKS						187	201	94	98	A	8.4	13	734															
NBC NEWS DIGEST-2-SUN.						171			88	A	12.0	19	1049	FRI. 9.30P 30 ABC OP						207	208	99	99	A	13.2	19	1154															
1 SUN. 10.00P 1 NBC N														SIMON & SIMON																												
NBC NIGHTLY NEWS-SAT.						173	174	93	94	A	12.1	23	1058	THU. 8.00P 60 CBS PD																												
SAT. 6.30P 30 NBC N														60 MINUTES						209	208	99	99	A	23.9	37	2089															
NBC NIGHTLY NEWS-SUN							108		66	A	7.8	14	682	1 SUN. 7.00P 60 CBS DN																												
2 SUN. 6.30P 30 NBC N														2 SUN. 7.12P 60						190	204	96	99	A	9.6	15	839															
NBC NIGHTLY NEWS						201	205	97	99	A	12.3	22	1075	SLEDGE HAMMER																												
M-F 6.30P 30 NBC N														FRI. 9.00P 30 ABC CS																												
NBC SUNDAY NIGHT MOVIE						201	200	99	99	A	19.8	31	1731	SPENSER: FOR HIRE						208	208	99	99	A	9.6	18	839															
1 SUN. 9.10P 115 NBC FF														SAT. 10.00P 60 ABC PD																												
2 SUN. 9.00P 120														SPORTSBREAK-SAT						191	196	91	92	A	10.1	17	883															
NEWHART						207	208	99	99	A	20.1	28	1757	SAT. 8.58P 1 CBS SN																												
														SPORTSBREAK-SUN						199	199	94	95	A	20.7	30	1809															
MON. 9.00P 30 CBS CS						166	169	77	78	A	11.9	18	1040	1 SUN. 8.58P 1 CBS SN																												
NEWSBREAK-M-F														2 SUN. 9.10P 1						194	204	98	99	A	9.5	17	830															
MTWTF 9.58P 1 CBS N														STARMAN																												
1 TUE. 9.59P 1														FRI. 10.00P 60 ABC A																												
NEWSBREAK-SAT.						185	173	90	81	A	8.9	15	778	TOGETHER WE STAND						204		98		A	9.3	15	813															
1 SAT. 9.58P 1 CBS N														1 WED. 8.30P 30 CBS CS						208	209	99	99	A	17.7	30	1547															
2 SAT. 9.54P 1														20/20																												
NEWSBREAK-SUN.						202	172	98	80	A	14.1	22	1232	THU. 10.00P 60 ABC DN																												
1 SUN. 9.58P 1 CBS N														227						204	207	99	99	A	19.3	33	1687															
2 SUN. 10.20P 1														SAT. 8.30P 30 NBC CS						203	203	99	99	A	15.9	23	1390															
NFL MONDAY NIGHT FOOTBALL						204	208	99	99	A	14.8	24	1294	1 SUN. 8.40P 30 NBC CS																												
1 MON. 9.00P 208 ABC SE														2 SUN. 8.30P 30																												
2 MON. 9.00P 182														WEBSTER						203	209	97	99	A	13.5	23	1180															
NIGHT COURT						204	204	99	99	A	25.7	38	2246	FRI. 8.00P 30 ABC CS																												
THU. 9.30P 30 NBC CS														WE THE PEOPLE						198	199	94	95	A	13.4	20	1171															
1986						183		96		A	9.1	16	795	1 WED. 8.58P 1 CBS DO																												
1 TUE. 10.00P 60 NBC DN						204	204	99	99	A	14.1	22	1232	2 M & TH 8.58P 1																												
OUR HOUSE														WHO'S THE BOSS?						209	203	99	99	A	21.0	32	1835															
1 SUN. 7.10P 60 NBC GD														1 TUE. 8.00P 30 ABC CS																												
2 SUN. 7.00P 60														2 TUE. 8.00P 2																												
OUR WORLD						204	204	99	99	A	5.4	8	472	& 8.05P 16																												
THU. 8.00P 60 ABC DN														& 8.23P 12																												
PERFECT STRANGERS						207	208	99	99	A	15.2	24	1328	WIZARD SPECIAL(S)						201		98		A	11.3	19	988															
WED. 8.00P 30 ABC CS														2 SAT. 8.00P 60 CBS A																												
REAGAN PAID POLITICAL(S)						203		97		A	12.3	23	1075																													
1 SUN. 10.55P 5 CBS P																																										

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST NOV. 1986 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
LATE FRINGE CONT'D														GOOD MORNING, AMERICA-830																											
SATURDAY NIGHT														M-F 8.30A 30 ABC N																											
2 SAT. 11.30P 78 NBC GV														206 206 99 99 A 4.6 20 402																											
TONIGHT SHOW														GUIDING LIGHT																											
1 MON. 12.27A 60 NBC GV														206 207 99 99 A 6.3 21 551																											
1 TU-F 11.30P 60														183 183 90 91 A 3.5 13 306																											
2 MWTHF 11.30P 60																																									
•WEEKDAY DAYTIME														MAIN STREET 2(S)																											
ABC DAYTIME NEWSBRIEF-M-F														1 TUE. 4.00P 60 NBC CN																											
1 M-F 2.58P 1 ABC N														192 191 97 97 A 2.7 18 236																											
2 MWTHF 2.58P 1																																									
2 TUE. 2.57P 2														193 192 96 95 A 4.3 15 376																											
ABC NOTEBOOK(S)														M-F 2.57P 1 NBC N																											
1 TUE. 4.00P 30 ABC CN														172 173 85 85 A 4.1 18 358																											
ABC WORLD NEWS-MORN-615A														NEW CARD SHARKS																											
M-F 6.15A 15 ABC N														M-F 10.30A 30 CBS QP																											
ABC WORLD NEWS-MORN-645A														NEWSBREAK-11.57A																											
M-F 6.45A 15 ABC N														M-F 11.57A 2 CBS N																											
ALL MY CHILDREN														NEWSBREAK-3.44																											
M-F 1.00P 60 ABC DD														1 MON. 3.45P 1 CBS N																											
AMERICAN TREASURY														1 TU & W 3.42P 1																											
														1 THU. 3.43P 1																											
M-F 3.58P 1 CBS DD														1 FRI. 3.46P 1																											
ANOTHER WORLD														2 M & TH 3.45P 1																											
M-F 2.00P 60 NBC DD														2 TUE. 3.39P 1																											
AS THE WORLD TURNS														2 W & F 3.42P 1																											
M-F 1.30P 60 CBS DD														ONE LIFE TO LIVE																											
CAPITOL														M-F 2.00P 60 ABC DD																											
M-F 2.30P 30 CBS DD														209 209 99 99 A 7.2 25 629																											
														PRICE IS RIGHT 1																											
CBS EARLY MORNING NEWS														M-F 11.00A 30 CBS AP																											
M-F 6.00A 30 CBS N														205 206 97 97 A 6.0 26 524																											
CBS MORNING NEWS 1														PRICE IS RIGHT 2																											
M-F 7.30A 30 CBS N														M-F 11.30A 30 CBS AP																											
														166 167 84 85 A 2.7 11 236																											
CBS MORNING NEWS 2														RYAN'S HOPE																											
M-F 8.30A 30 CBS N														M-F 12.00N 30 ABC DD																											
DAYS OF OUR LIVES														SALE OF THE CENTURY																											
M-F 1.00P 60 NBC DD														M-F 10.30A 30 NBC QG																											
														161 162 83 84 A 4.0 17 350																											
DOUBLE TALK														SANTA BARBARA																											
M-F 11.30A 30 ABC QP														M-F 3.00P 60 NBC DD																											
FAME,FORTUNE AND ROMANCE																																									
M-F 11.00A 30 ABC CC														193 193 96 96 A 4.8 20 420																											
														SCRABBLE																											
FAMILY TIES M-F														M-F 11.30A 30 NBC QG																											
M-F 10.00A 30 NBC CS														SEARCH FOR TOMORROW																											
GENERAL HOSPITAL														M-F 12.30P 30 NBC DD																											
M-F 3.00P 60 ABC DD																																									
														SUPER PASSWORD																											
GOOD MORNING, AMERICA-730A														M-F 12.00N 30 NBC QG																											
M-F 7.30A 30 ABC N														149 149 71 72 A 3.4 13 297																											
														TODAY SHOW-7.30AM																											
														M-F 7.30A 30 NBC N																											
														204 204 99 99 A 5.7 25 498																											

[illegible]

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST NOV. 1986 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES				PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES			
						K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)							K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	WK 1	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2
WEEKEND DAYTIME CONT'D																			
NEW YORK CITY MARATHON(S)																			
1	SUN.	10.30A	180	ABC	SE	173		94		A	4.1	13	358						
NFL '86-NBC																			
	SUN.	12.30P	30	NBC	SC	192	199	98	99	A	4.9	14	428						
NFL FOOTBALL GAME 1-NBC																			
1	SUN.	1.00P	193	NBC	SE	197	208	83	99	A	11.3	26	988						
2	SUN.	1.00P	204																
NFL FOOTBALL GAME 2-NBC																			
1	SUN.	4.26P	162	NBC	SE	211		98		A	16.4	32	1433						
NFL FOOTBALL POST-NBC(B)																			
2	SUN.	4.26P	13	NBC	SC		93		59	A	4.2	9	367						
ONE TO GROW ON-8:28AM																			
	SAT.	8.28A	2	NBC	CN	201	204	98	98	A	4.3	23	376						
ONE TO GROW ON-8:58AM																			
	SAT.	8.58A	2	NBC	CN	201	201	98	98	A	5.0	22	437						
ONE TO GROW ON-10:28AM																			
	SAT.	10.28A	2	NBC	CN	204	205	99	99	A	7.4	24	647						
ONE TO GROW ON-11:28AM																			
	SAT.	11.28A	2	NBC	CN	197	199	98	98	A	5.4	18	472						
SUNDAY MORNING																			
	SUN.	9.00A	90	CBS	N	175	178	95	95	A	4.3	17	376						
TEEN WOLF																			
	SAT.	10.30A	30	CBS	CA	203	204	98	99	A	5.9	20	516						
THIS WEEK-DAVID BRINKLEY																			
2	SUN.	11.30A	60	ABC	N		194		98	A	4.0	11	350						
THIS WK-DAVID BRINKLEY(B)																			
1	SUN.	1.30P	60	ABC	N	128		82		A	2.0	5	175						
WILDFIRE																			
	SAT.	8.30A	30	CBS	CA	177	199	86	97	A	3.2	15	280						
WUZZLES																			
	SAT.	8.00A	30	ABC	CA	198	199	98	98	A	2.0	11	175						

ONE TO GROW ON-11:58AM																			
	SAT.	11.58A	2	NBC	CN	181	183	93	95	A	5.8	19	507						
PEE WEE'S PLAYHOUSE																			
	SAT.	10.00A	30	CBS	CL	203	204	98	98	A	5.8	20	507						
POUND PUPPIES																			
	SAT.	10.30A	30	ABC	CA	202	202	96	96	A	4.1	14	358						
PBA FALL TOUR																			
2	SAT.	2.00P	95	NBC	SE		145		88	A	3.2	9	280						
PUPPY'S GR. ADVENTURE(B)																			
1	SAT.	11.30A	30	CBS	CA	150		77		A	2.5	9	219						
REAL GHOSTBUSTERS																			
	SAT.	10.00A	30	ABC	CA	202	203	99	99	A	5.0	17	437						
RICHIE RICH																			
2	SAT.	11.30A	30	CBS	CA		190		94	A	4.1	13	358						
ROCK N WRESTLING-1																			
2	SAT.	12.00N	30	CBS	CA		158		85	A	3.3	10	288						
ROCK N WRESTLING-2																			
2	SAT.	12.30P	30	CBS	CA		132		69	A	3.2	10	280						
SMURFS I																			
	SAT.	9.00A	30	NBC	CA	205	206	99	99	A	5.3	21	463						
SMURFS II																			
	SAT.	9.30A	30	NBC	CA	205	206	99	99	A	6.3	23	551						
SMURFS III																			
	SAT.	10.00A	30	NBC	CA	205	206	99	99	A	7.5	25	656						

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. OCT. 27, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,940 14.8				24,120 27.6							
	ABC TV							MACGYVER (SD)						NFL MONDAY NIGHT FOOTBALL WASHINGTON VS NEW YORK GIANTS (9:00-12:28AM)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)					9,440 10.8	10.7*		11.0*	7,690 8.8	8.9*		9.0*			8.1*	5.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					16 10.7	16 *	11.1	16 *	14 8.8	12 *	10.0	12 *	8.1	8.2	11 *	8 *
E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,090 20.7		16,260 18.6		20,360 23.3		18,350 21.0		17,740 20.3			
	CBS TV							KATE & ALLIE	MY SISTER SAM (SUS-SD)	NEWHART		DESIGNING WOMEN (SD)			CAGNEY & LACEY		
	AVERAGE AUDIENCE (Households (000) & %)					15,730 18.0		13,980 16.0		17,480 20.0		15,990 18.3		13,900 15.9		15.8*	16.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 17.5	22 18.4	22 16.0	28 16.0	26 19.8	26 20.2	26 18.5	24 18.2	24 15.6	24 *	16.0	25 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					52,270 59.8											
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					34,000 38.9	28.6*		36.3*		37.1*		39.3*		41.5*		42.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					55 25.6	43 *	35.3	52 *	36.5	51 *	37.7	53 *	40.5	41.6	58 *	61 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,000 20.6				34,610 39.6							
	ABC TV							MACGYVER (SD)						NFL MONDAY NIGHT FOOTBALL LOS ANGELES VS CHICAGO (9:00-12:02AM)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)					13,110 15.0	14.3*		15.8*	18,880 21.6	21.1*		23.8*		24.3*		20.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 14.6	21 *	15.2	24 *	35 20.1	31 *	23.4	35 *	24.3	36 *	20.3	33 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,050 21.8		18,180 20.8		20,190 23.1		16,960 19.4		17,480 20.0			
	CBS TV							KATE & ALLIE	MY SISTER SAM (SD)	NEWHART		DESIGNING WOMEN (SD)			CAGNEY & LACEY		
	AVERAGE AUDIENCE (Households (000) & %)					16,690 19.1		16,080 18.4		17,650 20.2		14,950 17.1		14,420 16.5		16.5*	16.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 18.2	20.0	27 18.7	24 18.1	29 20.0	22 20.4	25 17.3	26 *	27 16.5	26 *	16.6	28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,030 17.2		14,070 16.1		21,150 24.2							
	NBC TV							ALF	AMAZING STORIES (SD)					NBC MONDAY NIGHT MOVIES RAGE OF ANGELS: THE STORY CONTINUES, PART 2			
	AVERAGE AUDIENCE (Households (000) & %)					13,630 15.6		11,970 13.7		14,420 16.5	15.7*		16.9*		16.7*		16.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 15.6	15.6	20 13.8	22 *	25 15.3	22 *	16.8	25 *	16.9	26 *	17.2	28 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	62.6	64.2	64.6	66.0	68.7	71.2	72.2	72.2	72.6	72.5	71.1	69.5	66.4	66.0	64.7
		WK. 2	63.0	64.2	65.1	66.4	67.8	68.8	68.5	69.2	69.9	70.1	68.5	67.5	64.4	63.2	61.0

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. MON. NOV. 3, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. OCT.28, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %
TV HOUSEHOLDS USING TV WK. 1
(See Def. 1)

WK. 2

U.S. TV Households: 87,400,000

22,110 25.3					21,760 24.9				25,960 29.7				17,570 20.1						
WHO'S THE BOSS?				GROWING PAINS				MOONLIGHTING (SD)				JACK & MIKE							
19,230 22.0 34 21.1				19,670 22.5 34 22.1	23.0			20,890 23.8 37 23.1	23.5* 36* 24.0	24.5			13,550 15.5 27 17.0	16.5* 28* 16.0	14.6	14.5* 26* 14.3			
12,940 14.8				19,580 22.4				CBS TUESDAY MOVIE HUNT FOR CLAUDE DALLAS (SD)											
9,530 10.9 17 10.6	10.7* 17* 10.9			11.0* 17* 11.0				12,590 14.4 24 13.5	13.4* 21* 13.3	13.3			13.4* 21* 13.5	14.9* 25* 14.4	15.3	16.1 15.4			
19,320 22.1				13,200 15.1				11,100 12.7				1986							
MATLOCK (SD)				CRIME STORY (SD)															
15,380 17.6 27 16.4	16.8* 26* 17.2			18.4* 28* 18.6				10,140 11.6 18 12.7	12.4* 19* 12.1	10.9			7,950 9.1 16 9.7	9.3* 16* 9.0	9.1	9.0* 16* 8.8			
22,110 25.3				25,000 28.6				17,040 19.5											
WHO'S THE BOSS? (8:00-8:02 8:05-8:21 8:23-8:35) (S)(SD)(-OP)				MOONLIGHTING (8:35-9:38 8:41-9:10 9:15-9:43) (OP)(S)(SD)(-OP)								'86 VOTE ELEC. RPT- 9:43P (9:42-11:00PM)(OP)							
17,390 19.9 29 19.6	19.7* 29* 19.8			20.9 32 20.1	20.1* 30* 20.0			22.1* 34* 21.9	9.9 16 14.0	12.2* 19* 12.0			10.0* 16* 9.5		8.6	8.5* 14* 8.4			
9,090 10.4				8,480 9.7				9,960 11.4				10,050 11.5	8,740 10.0			9,260 10.6			
CAMPAIGN '86: ELECT-8.00P (8:00-8:23PM)				CAMPAIGN '86: ELECT-8.30P (8:30-8:53PM)				CAMPAIGN '86: ELECT-9.00P (9:00-9:23PM)				CAMPAIGN '86: ELECT-9.30P (9:30-9:53PM)				CAMPAIGN '86: ELECT-10.00P (10:00-10:23PM)		CAMPAIGN '86: ELECT-10.30P (10:30-10:53PM)	
7,170 8.2 12 8.6				7,430 8.5 12 8.5	8.4			8,390 9.6 14 9.7				8,740 10.0 15 10.1	7,600 8.7 14 9.0			7,780 8.9 16 9.1			
11,500 24.6								16,430 18.8					8,650 9.9			8,480 9.7			
MATLOCK (S)(SD)				CRIME STORY (S)(SD)				DECISION '86- ELECT-10.00P (10:00-10:25PM)				DECISION '86- ELECT-10.30P (-OP)							
5,730 18.0 26 16.2	16.9* 25* 17.7			19.0* 27* 18.9	19.1			10,930 12.5 18 12.6	12.5* 18* 12.3	12.2			7,080 8.1 13 8.3			6,900 7.9 14 7.9			
													7.8			7.9			

For explanation of symbols, See page A.

EVE.TUE. NOV.4, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. OCT.29, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W	ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,770 16.9		15,910 18.2		17,920 20.5		16,260 18.6						
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR.																	
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)					9,440 10.8		9,350 10.7		17,920 20.5		15,640 17.9						
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR.																	
K	NBC TV	TOTAL AUDIENCE (Households (000) & %)					18,270 20.9				14,770 16.9		12,670 14.5		14,950 17.1				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR.																	
W	ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,680 16.8				12,940 14.8		11,540 13.2		11,890 13.6				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR.																	
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)					13,110 15.0				18,530 21.2		15,300 17.5						
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR.																	
K	NBC TV	TOTAL AUDIENCE (Households (000) & %)					19,400 22.2				15,910 18.2		13,110 15.0		16,610 19.0				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR.																	
2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					16,690 19.1				13,900 15.9		11,970 13.7		13,460 15.4				
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY ¼ HR.																	
TV HOUSEHOLDS USING TV			WK. 1	56.4	58.5	58.1	58.6	60.1	61.0	61.9	63.7	63.5	64.2	63.9	63.2	59.6	58.2	55.4	52.6
(See Def. 1)			WK. 2	61.0	61.7	62.0	63.1	63.8	65.1	65.5	66.3	66.0	67.0	66.1	65.8	61.3	59.8	58.2	55.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.WED. NOV.5, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. OCT.30, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{																8,300 9.5	OUR WORLD				10,930 12.5	COLBYS (SD)				19,750 22.6	20/20													
	ABC TV																																										
	AVERAGE AUDIENCE (Households (000) & %)		{																5,240 6.0	6.1*		6.0*	8,740 10.0	9.4*		10.6*	15,640 17.9	18.3*		17.5*													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		% {																9 6.7	9 *	5.8	9 *	15 9.3	14 *	10.1	16 *	31 17.7	30 *	18.3	32 *	16.8												
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{																14,950 17.1	SIMON & SIMON (SUS-SD)				16,870 19.3	KNOTS LANDING (SD)				13,280 15.2	KAY O'BRIEN													
	CBS TV																																										
	AVERAGE AUDIENCE (Households (000) & %)		{																11,450 13.1	11.9*		14.3*	13,460 15.4	15.5*		15.4*	10,050 11.5	11.7*		11.4*													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		% {																19 11.4	18 *	14.3	21 *	23 15.7	23 *	15.5	23 *	20 11.8	19 *	11.6	21 *	11.4												
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{																34,170 39.1	BILL COSBY SHOW				31,550 36.1	FAMILY TIES (SD)				26,220 30.0	CHEERS				24,730 28.3	NIGHT COURT (SD)				18,350 21.0	HILL STREET BLUES			
	ABC TV																																										
	AVERAGE AUDIENCE (Households (000) & %)		{																30,500 34.9		29,100 33.3		23,860 27.3		22,370 25.6		14,250 16.3	17.2*		15.4*													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		% {																52 33.5	36.3	49 33.3	33.3	41 27.3	27.3	39 26.3	34.9	28 17.7	29 * 18.7	15.6	28 * 15.2													
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{																6,640 7.6	OUR WORLD				11,890 13.6	COLBYS (SD)				19,580 22.4	20/20													
	ABC TV																																										
	AVERAGE AUDIENCE (Households (000) & %)		{																4,200 4.8	4.8*		4.9*	8,740 10.0	9.3*		10.8*	15,210 17.4	17.8*		17.0*													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		% {																7 5.0	7 *	4.6	7 *	15 8.9	13 *	10.1	16 *	30 17.3	29 * 18.4	17.7	30 *	16.4												
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{																14,950 17.1	SIMON & SIMON (SD)				16,690 19.1	KNOTS LANDING (SD)				13,460 15.4	KAY O'BRIEN													
	CBS TV																																										
	AVERAGE AUDIENCE (Households (000) & %)		{																11,620 13.3	12.5*		14.0*	13,720 15.7	15.6*		15.7*	10,490 12.0	12.2*		11.8*													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		% {																19 12.4	18 *	13.9	20 *	23 15.1	22 *	16.0	23 *	20 12.5	20 * 11.9	11.7	21 *	11.8												
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{																35,480 40.6	BILL COSBY SHOW				32,860 37.6	FAMILY TIES (SD)				28,320 32.4	CHEERS				24,650 28.2	NIGHT COURT (SD)				18,970 21.7	HILL STREET BLUES			
	ABC TV																																										
	AVERAGE AUDIENCE (Households (000) & %)		{																32,180 36.8		30,760 35.2		25,170 28.8		22,550 25.8		14,680 16.8	17.5*		16.1*													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		% {																53 35.0	38.7	50 35.3	35.1	41 29.3	38 28.3	38 26.1	25.5	29 18.0	29 * 17.0	16.3	29 * 15.9													
TV HOUSEHOLDS USING TV			WK. 1	57.8	59.5	60.7	62.7	68.0	67.8	67.7	67.7	66.2	66.5	66.4	65.5	61.0	59.2	56.9	54.1																								
(See Def. 1)			WK. 2	60.1	61.5	63.5	65.3	67.8	70.2	70.1	70.9	69.3	69.6	67.9	67.3	62.0	60.0	57.6	55.1																								
U.S. TV Households: 87,400,000																																											

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.THU. NOV.6, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. OCT.31, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		12,150 13.9		11,890 13.6		9,440 10.8		8,040 9.2		10,050 11.5								
ABC TV		WEBSTER		MR. BELVEDERE (SD)		SLEDGE HAMMER		SIDEKICKS (SD)		STARMAN								
AVERAGE AUDIENCE (Households (000) & %)		10,400 11.9		10,490 12.0		7,600 8.7		7,170 8.2		7,950 9.1		8.8*						
SHARE OF AUDIENCE %		21		20		14		13		16		15 *						
AVG. AUD. BY ¼ HR.		11.4		12.4		11.9		12.1		8.7		8.7						
TOTAL AUDIENCE (Households (000) & %)		16,520 18.9		20,890 23.9		16,340 18.7		FALCON CREST										
CBS TV		SCARECROW & MRS. KING (SUS-SD)		DALLAS (SD)														
AVERAGE AUDIENCE (Households (000) & %)		12,590 14.4		17,920 20.5		13,630 15.6		15.7*		15.4*		15.4*						
SHARE OF AUDIENCE %		25		26 *		33		34 *		28		27 *						
AVG. AUD. BY ¼ HR.		13.0		13.9		14.6		15.9		19.6		20.5						
TOTAL AUDIENCE (Households (000) & %)		14,420 16.5		17,570 20.1		16,340 18.7		L.A. LAW										
NBC TV		A TEAM (SD)		MIAMI VICE														
AVERAGE AUDIENCE (Households (000) & %)		10,840 12.4		14,330 16.4		13,630 15.6		15.9*		15.4*		15.4*						
SHARE OF AUDIENCE %		21		21 *		27		28 *		28		28 *						
AVG. AUD. BY ¼ HR.		12.1		12.4		12.7		12.6		15.5		16.0						
TOTAL AUDIENCE (Households (000) & %)		14,860 17.0		14,160 16.2		10,310 11.8		8,220 9.4		11,100 12.7								
ABC TV		WEBSTER		MR. BELVEDERE (SD)		SLEDGE HAMMER		SIDEKICKS (SD)		STARMAN								
AVERAGE AUDIENCE (Households (000) & %)		13,200 15.1		12,940 14.8		9,090 10.4		7,430 8.5		8,570 9.8		10.1*						
SHARE OF AUDIENCE %		25		24		17		13		17		17 *						
AVG. AUD. BY ¼ HR.		14.8		15.5		14.6		14.9		10.8		10.1						
TOTAL AUDIENCE (Households (000) & %)		15,910 18.2		21,850 25.0		18,350 21.0		FALCON CREST										
CBS TV		SCARECROW & MRS. KING (SUS-SD)		DALLAS (SD)														
AVERAGE AUDIENCE (Households (000) & %)		12,760 14.6		18,880 21.6		15,470 17.7		17.7*		17.6*		17.6*						
SHARE OF AUDIENCE %		24		25 *		34		34 *		31		30 *						
AVG. AUD. BY ¼ HR.		13.7		14.2		14.9		15.8		20.9		21.8						
TOTAL AUDIENCE (Households (000) & %)		14,070 16.1		18,790 21.5		17,830 20.4		L.A. LAW										
NBC TV		A TEAM (SD)		MIAMI VICE														
AVERAGE AUDIENCE (Households (000) & %)		11,190 12.8		15,210 17.4		14,070 16.1		16.7*		15.6*		15.6*						
SHARE OF AUDIENCE %		21		22 *		28		29 *		28		28 *						
AVG. AUD. BY ¼ HR.		12.3		12.5		13.2		13.2		16.0		17.1						
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	51.9	53.7	54.7	55.0	55.8	57.6	58.2	59.4	60.8	61.5	62.0	61.5	58.0	56.4	55.4	53.7
		WK. 2	55.9	56.9	57.8	59.6	60.1	60.4	61.1	61.4	62.5	63.2	63.5	63.6	59.8	58.4	57.0	56.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.FRI. NOV.7, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.1, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					8,390 9.6		6,290 7.2		7,250 8.3				11,270 12.9			
	ABC TV					LIFE WITH LUCY		ELLEN BURSTYN SHOW (SD)		HEART OF THE CITY (SD)				SPENSER: FOR HIRE			
	AVERAGE AUDIENCE (Households (000) & %)					6,990 8.0		5,590 6.4		4,720 5.4	4.6*		6.2*	8,830 10.1		9.2*	11.0*
	SHARE OF AUDIENCE %					14		11		9	8 *		11 *	19		17 *	21 *
WEEK 1	AVG. AUD. BY ¼ HR.					8.5	7.6	6.5	6.2	4.8	4.5	6.0	6.4	8.6	9.9	10.8	11.1
	TOTAL AUDIENCE (Households (000) & %)					13,810 15.8				17,190 19.6							
	CBS TV							DOWNTOWN (SD)						CBS SATURDAY MOVIE VENGENCE: THE STORY OF TONY GIMO (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					10,310 11.8	11.4*		12.2*	10,310 11.8	10.9*		11.6*		12.5*		12.1*
WEEK 1	SHARE OF AUDIENCE %					21	20 *		21 *	21	19 *		20 *		22 *		23 *
	AVG. AUD. BY ¼ HR.					11.1	11.7	12.3	12.2	10.8	11.1	11.6	11.5	12.7	12.3	12.2	12.0
	TOTAL AUDIENCE (Households (000) & %)					15,910 18.2		17,310 19.8		24,040 27.5		19,230 22.0		16,520 18.9			
	NBC TV					FACTS OF LIFE		227 (SD)		GOLDEN GIRLS		AMEN		HUNTER			
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)					13,810 15.8		15,820 18.1		21,850 25.0		17,220 19.7		12,850 14.7		15.1*	14.3*
	SHARE OF AUDIENCE %					28		32		43		34		27		27 *	27 *
	AVG. AUD. BY ¼ HR.					15.0	16.7	17.3	18.9	24.7	25.3	20.1	19.3	15.3	14.9	14.5	14.2
	WEEK 2	TOTAL AUDIENCE (Households (000) & %)					8,040 9.2		6,380 7.3		8,130 9.3				10,400 11.9		
ABC TV						LIFE WITH LUCY		ELLEN BURSTYN SHOW (SD)		HEART OF THE CITY (SD)				SPENSER: FOR HIRE			
AVERAGE AUDIENCE (Households (000) & %)						6,990 8.0		5,420 6.2		5,330 6.1	5.3*		6.9*	7,870 9.0		8.5*	9.6*
SHARE OF AUDIENCE %						14		11		10	9 *		12 *	17		15 *	18 *
WEEK 2	AVG. AUD. BY ¼ HR.					7.9	8.1	6.4	6.0	5.1	5.4	6.7	7.1	8.3	8.7	9.3	9.9
	TOTAL AUDIENCE (Households (000) & %)					13,900 15.9				16,170 18.5							
	CBS TV							WIZARD SPECIAL (SD)						CBS SATURDAY MOVIE LASSITER (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					9,880 11.3	10.9*		11.7*	8,390 9.6	9.1*		9.4*		9.9*		9.8*
WEEK 2	SHARE OF AUDIENCE %					19	19 *		20 *	17	15 *		16 *		18 *		18 *
	AVG. AUD. BY ¼ HR.					10.7	11.2	11.9	11.5	9.6	8.6	9.6	9.1	9.8	10.1	10.0	9.5
	TOTAL AUDIENCE (Households (000) & %)					17,830 20.4		19,840 22.7		26,390 30.2		21,060 24.1		18,090 20.7			
	NBC TV					FACTS OF LIFE		227 (SD)		GOLDEN GIRLS		AMEN (SD)		HUNTER			
WEEK 2	AVERAGE AUDIENCE (Households (000) & %)					15,910 18.2		17,830 20.4		23,950 27.4		18,970 21.7		14,330 16.4		16.5*	16.4*
	SHARE OF AUDIENCE %					31		35		46		37		30		30 *	31 *
	AVG. AUD. BY ¼ HR.					17.7	18.7	19.7	21.1	26.9	27.9	21.7	21.8	16.4	16.5	16.4	16.3
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	54.8	54.9	55.6	56.0	56.4	56.7	56.9	57.6	58.2	59.1	58.4	58.3	56.3	55.0	53.6
	WK. 2	54.6	55.7	56.8	57.2	57.3	58.6	58.5	59.0	59.7	60.5	59.9	58.9	56.3	55.0	53.8	52.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. NOV.8, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE {
(Households (000) & %)

3,060
3.5

ABC WEEKEND
REPORT-SAT.

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

2,970
3.4

SHARE OF AUDIENCE %

10

AVG. AUD. BY ¼ HR. %

3.4

W

TOTAL AUDIENCE {
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

K

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

1

TOTAL AUDIENCE {
(Households (000) & %)

11,100
12.7

JAY LENO SHOW

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

6,210
7.1

8.4*

6.6*

5.4*

SHARE OF AUDIENCE %

21

22 *

21 *

20 *

AVG. AUD. BY ¼ HR. %

8.8

8.1

6.9

6.2

5.5

4.7

TOTAL AUDIENCE {
(Households (000) & %)

1,920
2.2

ABC WEEKEND
REPORT-SAT.

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

1,920
2.2

SHARE OF AUDIENCE %

9

AVG. AUD. BY ¼ HR. %

2.2

W

TOTAL AUDIENCE {
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

K

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2

TOTAL AUDIENCE {
(Households (000) & %)

10,580
12.1

SATURDAY NIGHT

(11:30-12:48AM)
(SUSTAINING 12:48-1:00AM)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

5,510
6.3

7.8*

5.8*

4.8*

SHARE OF AUDIENCE %

19

21 *

18 *

18 *

AVG. AUD. BY ¼ HR. %

8.7

6.9

5.9

5.6

4.9

4.6

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

48.6

44.6

39.4

37.1

33.2

30.0

26.7

23.5

21.3

19.5

16.8

15.3

13.7

12.1

11.0

10.3

48.7

44.4

39.5

36.3

34.0

31.3

27.7

25.2

21.9

19.4

17.2

15.5

13.2

11.8

10.4

9.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.2, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{ 14,770 16.9		{ 24,300 27.8											
ABC TV		DISNEY SUNDAY MOVIE ASK MAX				ABC SUNDAY NIGHT MOVIE NEVER SAY NEVER AGAIN (8:00-10:49PM) (S)(SD)									
AVERAGE AUDIENCE (Households (000) & %)		{ 10,310 11.8		{ 13,370 15.3											
SHARE OF AUDIENCE %		{ 18		{ 23											
AVG. AUD. BY ¼ HR.		{ 10.7		{ 12.6											
		11.0*	12.6*	15.3	13.2*	13.5*	16.2*	16.9*	17.2*	14.8*					
		17 *	19 *	23	19 *	19 *	24 *	26 *	28 *	25 *					
		11.3	12.0	13.2	13.9	13.5	15.6	16.8	16.9	16.9	17.2	15.9			

W

E

E

K

1

TOTAL AUDIENCE (Households (000) & %)		{ 28,930 33.1		{ 28,320 32.4		{ 24,470 28.0					
CBS TV		60 MINUTES		MURDER, SHE WROTE (SD)		CBS SUNDAY MOVIE SOMETHING IN COMMON (9:00-10:55PM)(S)(SD)					
AVERAGE AUDIENCE (Households (000) & %)		{ 22,720 26.0		{ 24,210 27.7		{ 15,910 18.2					
SHARE OF AUDIENCE %		{ 40		{ 40		{ 29					
AVG. AUD. BY ¼ HR.		{ 24.3		{ 27.9		{ 19.1					

AVERAGE AUDIENCE (Households (000) & %)		{ 22,720 26.0		{ 24,210 27.7		{ 15,910 18.2					
SHARE OF AUDIENCE %		{ 40		{ 40		{ 29					
AVG. AUD. BY ¼ HR.		{ 24.3		{ 27.9		{ 19.1					

AVERAGE AUDIENCE (Households (000) & %)		{ 22,720 26.0		{ 24,210 27.7		{ 15,910 18.2					
SHARE OF AUDIENCE %		{ 40		{ 40		{ 29					
AVG. AUD. BY ¼ HR.		{ 24.3		{ 27.9		{ 19.1					

TOTAL AUDIENCE (Households (000) & %)		{ 17,740 20.3		13,280 15.2		15,990 18.3		21,590 24.7									
NBC TV		OUR HOUSE (7:10-8:10PM)(OP)(-OP)				EASY STREET (8:10-8:40PM) (OP)(-OP)		VALERIE (8:40-9:10PM) (OP)(SD)(-OP)		NBC SUNDAY NIGHT MOVIE RAGE OF ANGELS: THE STORY CONTINUES, PART 1 (9:10-11:05PM)(OP)(SD)							
AVERAGE AUDIENCE (Households (000) & %)		{ 11,620 13.3		11,450 13.1		12,670 14.5		13,900 15.9		15.7*		15.3*		16.0*		16.7*	
SHARE OF AUDIENCE %		{ 20 18 *		13.7* 21 *		19 21		25 23 *		23 *		26 *		29 *		29 *	
AVG. AUD. BY ¼ HR.		{ 11.6 11.6		13.1 14.4		13.2 12.9		13.6 15.9		15.6 15.5		15.0 15.8		16.1 16.4		16.9	

TOTAL AUDIENCE (Households (000) & %)		{ 22,290 25.5		DISNEY SUNDAY MOVIE WALT DISNEY WORLD'S 15TH BIRTHDAY CELEBRATION (SD)										{ 21,850 25.0		ABC SUNDAY NIGHT MOVIE SPLASH (SD)									
ABC TV																									
AVERAGE AUDIENCE (Households (000) & %)		{ 12,500												{ 14,680											
SHARE OF AUDIENCE %		{ 14.3 13.3*				15.0*		14.8*		13.9*		16.8 16.3*		17.4*		17.2*		16.5*							
AVG. AUD. BY ¼ HR.		{ 22 21 *				23 *		22 *		20 *		26 24 *		26 *		27 *		27 *							
		{ 12.6 14.0 14.9				15.1 15.0		14.7 14.2		13.6		15.3 17.3 17.5		17.3 17.3		17.1 17.1		15.9							

W

E

E

K

2

TOTAL AUDIENCE (Households (000) & %)		{ 27,710 31.7		28,750 32.9		21,330 24.4											
CBS TV		60 MINUTES (7:12-8:12PM)(OP)(-OP)				MURDER, SHE WROTE (8:12-9:12PM)(OP)(-OP)		CBS SUNDAY MOVIE MONTE CARLO, PART 1 (9:12-11:12PM)(OP)(SD)									
AVERAGE AUDIENCE (Households (000) & %)		{ 18,970 21.7		{ 22,020 25.2		{ 12,760 14.6											
SHARE OF AUDIENCE %		{ 33 29 *		{ 34 * 37		{ 37 * 23		{ 16.4 * 24 *		{ 15.4 * 23 *		{ 14.0 * 22 *		{ 13.8 * 22 *			
AVG. AUD. BY ¼ HR.		{ 17.5 18.2		{ 21.9 22.6		{ 24.0 24.2		{ 25.2 26.0		{ 17.4 16.2		{ 15.7 15.1		{ 14.4 13.7		{ 13.6 13.9	

TOTAL AUDIENCE (Households (000) & %)		{ 18,270 20.9		{ 14,860 17.0		{ 18,000 20.6		{ 28,060 32.1									
NBC TV		OUR HOUSE				EASY STREET		VALERIE (SD)		NBC SUNDAY NIGHT MOVIE PERRY MASON: THE CASE OF THE SHOOTING STAR							
AVERAGE AUDIENCE (Households (000) & %)		{ 13,020 14.9		{ 12,760 14.6		{ 15,120 17.3		{ 20,630 23.6									
SHARE OF AUDIENCE %		{ 23 21 *		{ 16.1* 24 *		{ 21 25		{ 37 32 *		{ 23.6* 36 *		{ 24.9* 39 *		{ 24.3* 42 *			
AVG. AUD. BY ¼ HR. %		{ 13.2 14.3		{ 15.6 16.6		{ 14.2 15.0		{ 15.5 19.0		{ 20.6 23.0		{ 23.3 23.9		{ 24.7 25.1		{ 25.0 23.5	

TV HOUSEHOLDS USING TV WK. 1		63.1	64.3	65.1	66.3	67.8	68.8	69.8	69.8	68.3	67.2	66.3	65.1	62.6	61.5	59.8	54.4
(See Def. 1) WK. 2		61.9	64.2	65.4	66.4	67.4	68.0	68.5	68.9	68.1	67.2	67.3	66.4	64.8	64.0	62.6	59.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. NOV.9, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.2, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE {
(Households (000) & %)

2,800
3.2
ABC WEEKEND
REPORT-SUN.

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,710
3.1
10
3.1

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

2,970
3.4

CBS TV

CBS
SUNDAY
NEWS-
OS6000

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,150
3.6
8
3.6

TOTAL AUDIENCE {
(Households (000) & %)

1,570
1.8

NBC TV

(1)
(SD)

G. MICHAELS
SPORT MACHINE
(11:40-11:55PM)
(SUSTAINING 11:55-12:10AM)

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1,490
1.7
6
1.7 1.7

TOTAL AUDIENCE {
(Households (000) & %)

1,840
2.1

ABC TV

ABC WEEKEND
REPORT-SUN.

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1,920
2.2
7
2.2

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

4,630
5.3

CBS TV

CBS
SUNDAY
NEWS-
OS6000

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,540
5.2
12
5.3 5.1

TOTAL AUDIENCE {
(Households (000) & %)

1,570
1.8

NBC TV

G. MICHAELS
SPORTS MACHINE
(11:30-11:45PM)
(SUSTAINING 11:45-12:00AM)

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1,660
1.9
6
1.9

TV HOUSEHOLDS USING TV	WK. 1	47.6	41.7	34.4	29.9	25.8	22.8	20.0	18.2	16.2	14.7	13.2	12.0	9.7	8.6	8.0	7.4
(See Def. 1)	WK. 2	49.5	43.5	35.5	30.5	25.5	23.0	20.2	17.3	14.9	12.4	10.6	9.4	8.4	7.8	7.0	6.6

U.S. TV Households: 87,400,000

(1) NBC SUNDAY NIGHT MOVIE, RAGE OF ANGELS: THE STORY CONTINUES, PART 1, NBC, (9:10-11:05PM)

For explanation of symbols, See page A.

EVE.SUN. NOV.9, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.27-31, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		5,240 6.0		4,980 5.7															
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)															
	AVERAGE AUDIENCE (Households (000) & %)		4,200 4.8		4,020 4.6															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		21 4.6 4.9		20 4.7 4.6															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		3,230 3.7		2,880 3.3				4,020 4.6		3,850 4.4									
	CBS TV		CBS MORNING NEWS 1		CBS MORNING NEWS 2				\$25,000 PYRAMID		NEW CARD SHARKS									
	AVERAGE AUDIENCE (Households (000) & %)		2,530 2.9		2,190 2.5				3,410 3.9		3,320 3.8									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		14 2.9 2.9		11 2.5 2.5				17 3.7 4.1		17 3.7 3.9									
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		6,470 7.4		5,330 6.1				3,410 3.9		4,020 4.6									
	NBC TV		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				FAMILY TIES M-F		SALE OF THE CENTURY									
	AVERAGE AUDIENCE (Households (000) & %)		5,160 5.9		4,540 5.2				2,880 3.3		3,410 3.9									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		26 6.1 5.7		23 5.1 5.2				15 3.2 3.4		18 3.9 4.0									
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		5,240 6.0		4,980 5.7															
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)															
	AVERAGE AUDIENCE (Households (000) & %)		4,110 4.7		4,020 4.6															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		21 4.7 4.7		20 4.6 4.8															
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		3,410 3.9		3,410 3.9				4,630 5.3		4,460 5.1									
	CBS TV		CBS MORNING NEWS 1		CBS MORNING NEWS 2				\$25,000 PYRAMID		NEW CARD SHARKS									
	AVERAGE AUDIENCE (Households (000) & %)		2,620 3.0		2,710 3.1				3,850 4.4		3,760 4.3									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		15 3.1 3.0		13 3.0 3.1				18 4.2 4.6		18 4.2 4.5									
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		5,940 6.8		5,420 6.2				3,410 3.9		4,110 4.7									
	NBC TV		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				FAMILY TIES M-F		SALE OF THE CENTURY									
	AVERAGE AUDIENCE (Households (000) & %)		4,890 5.6		4,540 5.2				2,800 3.2		3,580 4.1									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		25 5.8 5.4		22 5.3 5.0				13 3.1 3.2		17 4.0 4.2									
TV HOUSEHOLDS USING TV																				
(See Def. 1)		WK. 1	15.4	17.9	19.3	20.8	21.8	22.5	22.3	22.6	22.5	23.0	22.8	22.6	21.9	22.1	21.8	22.3		
		WK. 2	14.8	17.1	19.0	20.5	21.9	22.8	23.1	22.9	23.3	23.9	24.3	24.3	23.9	24.3	24.0	23.6		
U.S. TV Households: 87,400,000																				

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.3-7, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.27-31, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE (Households (000) & %)		{ 2,360 2.7		{ 1,750 2.0		{ 2,710 3.1		{ 3,500 4.0		{ 7,870 9.0		{ 8,040 9.2			
ABC TV		FAME, FORTUNE AND ROMANCE		DOUBLE TALK		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)			
AVERAGE AUDIENCE (Households (000) & %)		{ 1,920 2.2		{ 1,490 1.7		{ 2,360 2.7		{ 2,970 3.4		{ 6,210 7.1		{ 6,120 7.0		{ 7.1*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 10 2.3		{ 8 1.6		{ 11 2.5		{ 13 3.2		{ 24 6.5		{ 25 6.9		{ 26*	
TOTAL AUDIENCE (Households (000) & %)		{ 5,940 6.8		{ 7,170 8.2				{ 9,260 10.6		{ 7,600 8.7				{ 4,810 5.5	
CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL	
AVERAGE AUDIENCE (Households (000) & %)		{ 5,070 5.8		{ 6,030 6.9				{ 6,990 8.0		{ 6,210 7.1				{ 4,280 4.9	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 27 5.6		{ 31 6.0				{ 31 7.8		{ 25 7.3		{ 25 7.0		{ 18 4.9	
TOTAL AUDIENCE (Households (000) & %)		{ 6,120 7.0		{ 4,540 5.2		{ 3,230 3.7		{ 2,450 2.8		{ 7,430 8.5		{ 5,770 6.6			
NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)			
AVERAGE AUDIENCE (Households (000) & %)		{ 5,240 6.0		{ 4,020 4.6		{ 2,800 3.2		{ 2,010 2.3		{ 5,940 6.8		{ 4,370 5.0		{ 5.0*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 28 6.0		{ 20 4.6		{ 13 3.2		{ 9 2.3		{ 23 6.7		{ 18 5.1		{ 18 5.0	
TOTAL AUDIENCE (Households (000) & %)		{ 2,620 3.0		{ 1,750 2.0		{ 2,880 3.3		{ 3,580 4.1		{ 8,130 9.3		{ 8,300 9.5			
ABC TV		FAME, FORTUNE AND ROMANCE		DOUBLE TALK		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)			
AVERAGE AUDIENCE (Households (000) & %)		{ 2,100 2.4		{ 1,400 1.6		{ 2,450 2.8		{ 3,150 3.6		{ 6,290 7.2		{ 6,470 7.4		{ 7.4*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 10 2.5		{ 7 1.6		{ 11 2.7		{ 14 3.5		{ 23 6.4		{ 25 7.7		{ 26*	
TOTAL AUDIENCE (Households (000) & %)		{ 6,560 7.5		{ 8,040 9.2				{ 9,090 10.4		{ 7,430 8.5				{ 4,890 5.6	
CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL	
AVERAGE AUDIENCE (Households (000) & %)		{ 5,510 6.3		{ 6,990 8.0				{ 6,820 7.8		{ 6,030 6.9				{ 4,460 5.1	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 27 6.0		{ 33 7.8				{ 30 7.5		{ 23 8.0		{ 23 6.9		{ 18 5.1	
TOTAL AUDIENCE (Households (000) & %)		{ 6,380 7.3		{ 5,070 5.8		{ 3,580 4.1		{ 2,710 3.1		{ 7,520 8.6		{ 5,940 6.8			
NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)			
AVERAGE AUDIENCE (Households (000) & %)		{ 5,420 6.2		{ 4,370 5.0		{ 3,060 3.5		{ 2,270 2.6		{ 5,940 6.8		{ 4,540 5.2		{ 5.3*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 26 6.1		{ 20 4.8		{ 14 3.5		{ 10 2.6		{ 23 6.6		{ 18 5.2		{ 18 5.3	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	22.2	22.5	22.9	24.1	25.5	26.7	27.0	27.4	27.8	28.2	28.6	28.8	27.9
		WK. 2	23.5	24.0	24.1	24.9	26.2	27.0	27.0	27.4	28.5	29.3	29.5	29.8	29.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.3-7, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 27-31, 1986

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 8,480 9.7														10,930 12.5
	ABC TV		GENERAL HOSPITAL (S)(OP)														ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,560 7.5														9,530 10.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 26 7.2														20 10.7
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 6,900 7.9														12,150 13.9
	CBS TV		GUIDING LIGHT (SD)(SUS-SD)														CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,330 6.1														10,490 12.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 21 5.9														22 11.9
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{ 4,810 5.5														12,060 13.8
	NBC TV		SANTA BARBARA (S)(OP)														NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,410 3.9														10,490 12.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 14 3.7														22 11.9
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{ 6,990 8.0														11,100 12.7
	ABC TV		GENERAL HOSPITAL														ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,990 8.0														9,530 10.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 26 7.7														19 10.6
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{ 7,170 8.2														12,240 14.0
	CBS TV		GUIDING LIGHT (SD)(SUS-SD)														CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,680 6.5														10,400 11.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 21 6.2														21 11.7
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{ 4,810 5.5														12,590 14.4
	NBC TV		SANTA BARBARA														NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,580 4.1														11,100 12.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 13 4.1														22 12.7
TV HOUSEHOLDS USING TV WK. 1																	
(See Def. 1) WK. 2																	
U.S. TV Households: 87,400,000																	

For explanation of symbols, See page A.

DAY MON.-FRI. NOV 3-7, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 1, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					1,840 2.1		3,410 3.9		4,980 5.7		5,330 6.1		5,770 6.6		4,110 4.7	
	ABC TV					WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
	AVERAGE AUDIENCE (Households (000) & %)					1,310 1.5		2,880 3.3		4,280 4.9		4,720 5.4		4,630 5.3		3,410 3.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					9 1.3		16 1.7		21 2.9		20 3.6		18 5.4		13 5.2	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,230 3.7		2,880 3.3		5,330 6.1				5,590 6.4		6,290 7.2	
	CBS TV					BERENSTAIN BEARS (SUS-SD)		WILDFIRE (SUS-SD)		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF	
	AVERAGE AUDIENCE (Households (000) & %)					2,450 2.8		2,450 2.8		3,580 4.1				4,810 5.5		5,160 5.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 2.6		14 3.0		17 3.4		16 * 3.8		17 * 4.9		20 5.9	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,850 4.4		4,810 5.5		5,330 6.1		6,120 7.0		8,220 9.4		7,080 8.1	
	NBC TV					KISSYFUR (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS	
	AVERAGE AUDIENCE (Households (000) & %)					3,230 3.7		3,850 4.4		4,460 5.1		5,330 6.1		6,470 7.4		6,030 6.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 3.5		21 3.9		21 4.4		22 5.3		25 5.7		23 6.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,820 3.0		3,760 4.3		5,070 5.8		5,160 5.9		5,160 5.9		4,280 4.9	
	ABC TV					WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
	AVERAGE AUDIENCE (Households (000) & %)					2,100 2.4		3,150 3.6		4,200 4.8		4,540 5.2		4,110 4.7		3,760 4.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 2.2		16 2.6		19 3.5		18 3.7		16 4.8		14 4.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,500 4.0		3,670 4.2		6,990 8.0				6,470 7.4		6,120 7.0	
	CBS TV					BERENSTAIN BEARS (SUS-SD)		WILDFIRE (SUS-SD)		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF	
	AVERAGE AUDIENCE (Households (000) & %)					3,060 3.5		3,150 3.6		4,720 5.4				5,240 6.0		5,070 5.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 3.2		16 3.8		20 4.4		19 * 5.4		20 * 6.0		19 5.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,930 4.5		5,770 6.6		5,770 6.6		6,990 8.0		7,870 9.0		6,820 7.8	
	NBC TV					KISSYFUR (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS	
	AVERAGE AUDIENCE (Households (000) & %)					3,150 3.6		4,630 5.3		4,720 5.4		5,680 6.5		6,640 7.6		5,860 6.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 3.1		23 4.1		21 5.3		23 6.4		25 7.6		22 6.8	
TV HOUSEHOLDS USING TV WK. 1		10.2	12.1	14.1	16.4	18.4	19.3	21.5	22.3	24.1	26.0	27.5	28.8	29.8	31.1	30.1	29.9
(See Def. 1) WK. 2		9.1	11.0	13.1	16.4	18.6	20.7	23.2	24.7	26.0	26.7	27.7	29.2	29.7	30.1	30.5	30.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

DAY SAT. NOV. 8, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 1, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,270	17,830														7,080
	ABC TV	{	(1) (-OP)	2.6	20.4													8.1
	AVERAGE AUDIENCE (Households (000) & %)	{	1,840	5,510														6,640
	SHARE OF AUDIENCE %	{	2.1	6.3			4.2*		6.2*		6.9*		6.8*		6.6*		7.4*	7.6
	AVG. AUD. BY ¼ HR. %	{	6	16			12*		17*		19*		17*		15*		16*	15
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			11,710													9,350
	CBS TV	{		(3) (-OP)	13.4													10.7
	AVERAGE AUDIENCE (Households (000) & %)	{			4,720													7,250
	SHARE OF AUDIENCE %	{			7.7*	5.4	5.0*		4.7*		4.8*		5.*		6.3*		7.1*	8.3
	AVG. AUD. BY ¼ HR. %	{			22*	14	14*		13*		13*		14*		15*		16*	16
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																12,500
	NBC TV	{																14.3
	AVERAGE AUDIENCE (Households (000) & %)	{																10,490
	SHARE OF AUDIENCE %	{																12.0
	AVG. AUD. BY ¼ HR. %	{																23
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,800	17,480														8,040
	ABC TV	{	(2) (-OP)	3.2	20.0													9.2
	AVERAGE AUDIENCE (Households (000) & %)	{	2,360	6,210														5,940
	SHARE OF AUDIENCE %	{	2.7	7.1			6.2*		7.8*		8.0*		8.2*		7.1*		6.8	13
	AVG. AUD. BY ¼ HR. %	{	8	18			17*		21*		21*		20*		16*		15	13
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																8,650
	CBS TV	{																9.9
	AVERAGE AUDIENCE (Households (000) & %)	{																6,820
	SHARE OF AUDIENCE %	{																7.8
	AVG. AUD. BY ¼ HR. %	{																15
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																12,500
	NBC TV	{																14.3
	AVERAGE AUDIENCE (Households (000) & %)	{																10,660
	SHARE OF AUDIENCE %	{																12.2
	AVG. AUD. BY ¼ HR. %	{																23
TV HOUSEHOLDS USING TV		WK. 1	33.4	34.8	35.4	35.7	35.8	36.2	36.8	36.9	39.6	42.7	45.2	47.2	49.8	51.5	53.2	54.1
(See Def. 1)		WK. 2	34.6	35.1	37.0	38.5	38.0	38.7	39.6	40.8	42.4	45.3	46.8	48.4	50.3	51.5	52.5	54.1

U.S. TV Households: 87,400,000

(1) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:22PM)

(2) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:17PM)

For explanation of symbols, See page A.

A-31 (3) CBS COLLEGE FOOTBALL GAME, FLORIDA ST. VS MIAMI, CBS, (12:03-3:39PM)

DAY SAT. NOV. 8, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 2, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																11,010 12.6
	ABC TV																NEW YORK CITY MARATHON (10:30-1:30PM)
	AVERAGE AUDIENCE (Households (000) & %)																3,580
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																4.1 3.5* 13 13* 3.2 3.7
E E K 2	TOTAL AUDIENCE (Households (000) & %)																6,730 7.7
	CBS TV																2,620 3.0
	AVERAGE AUDIENCE (Households (000) & %)																SUNDAY MORNING FACE THE NATION
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																3,850 4.4 4.0* 17 17* 3.5 4.6 4.5 4.5 4.6 4.8 2.5 2.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																6,820 7.8
	ABC TV																3,150 3.6
	AVERAGE AUDIENCE (Households (000) & %)																SUNDAY MORNING FACE THE NATION
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																3,670 4.2 3.9* 17 17* 3.6 4.3 4.4 4.3 4.2 4.4 3.2 3.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																6,820 7.8
	ABC TV																3,150 3.6
	AVERAGE AUDIENCE (Households (000) & %)																SUNDAY MORNING FACE THE NATION
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																3,670 4.2 3.9* 17 17* 3.6 4.3 4.4 4.3 4.2 4.4 3.2 3.3
TV HOUSEHOLDS USING TV		WK. 1	7.4	8.8	10.7	13.4	16.2	18.2	20.1	21.7	23.6	25.3	26.5	28.0	28.8	30.1	30.4
(See Def. 1)		WK. 2	7.3	8.5	10.1	12.5	15.4	17.7	19.3	21.7	23.7	25.3	25.7	26.8	27.9	29.3	30.6
U.S. TV Households: 87,400,000																	30.5 31.8

For explanation of symbols, See page A.

DAY SUN. NOV. 9, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 2, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	<div> <div>3,060 3.5</div> <div>1,140 1.3</div> </div>															
	ABC TV	<div> <div>NEW YORK CITY MARATHON (10:30-1:30PM)</div> <div>THIS WK-DAVID BRINKLEY(B)</div> <div>BUSINESS WORLD</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>1,750 2.0</div> <div>1,050 1.2</div> </div>															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	3.5	3.5	4.0	4.3	4.4	4.3	4.9	4.9	4.5	3.5	2.1	2.1	2.0	1.9	1.1	1.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>7,780 8.9</div> <div>33,740 38.6</div> </div>															
	CBS TV	<div> <div>CBS NFL TODAY</div> <div>CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>5,940 6.8</div> <div>17,920 20.5</div> </div>															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		3.5*		4.2*		4.4*		4.9*		4.0*		2.1*		1.9*		1.050
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	<div> <div>3,150 3.6</div> <div>5,070 5.8</div> <div>14,160 16.2</div> </div>															
	NBC TV	<div> <div>MEET THE PRESS (12:06-12:30PM)</div> <div>NFL '86-NBC</div> <div>NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>2,800 3.2</div> <div>3,760 4.3</div> <div>5,420 6.2</div> </div>															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				10	12	14	12*	4.7*		5.9*		6.0*		6.6*		6.6*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>5,420 6.2</div> <div>2,270 2.6</div> </div>															
	ABC TV	<div> <div>THIS WEEK-DAVID BRINKLEY</div> <div>BUSINESS WORLD</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>3,500 4.0</div> <div>1,840 2.1</div> </div>															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	11	11*		12*		6										
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>9,180 10.5</div> <div>30,420 34.8</div> </div>															
	CBS TV	<div> <div>FOR OUR TIMES (SUS)</div> <div>CBS NFL TODAY</div> <div>CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>7,250 8.3</div> <div>14,680 16.8</div> </div>															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				23	38	34*		16.6*		17.4*		16.7*		16.7*		16.7*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>3,150 3.6</div> <div>5,860 6.7</div> <div>28,060 32.1</div> </div>															
	NBC TV	<div> <div>MEET THE PRESS</div> <div>NFL '86-NBC</div> <div>NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>2,360 2.7</div> <div>4,720 5.4</div> <div>14,070 16.1</div> </div>															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				8	15	37	32*	12.8*		15.5*		16.3*		15.9*		15.9*
TV HOUSEHOLDS USING TV		WK. 1	30.7	31.3	32.9	34.2	35.1	35.3	36.4	37.4	40.4	42.4	42.9	43.4	43.7	44.0	43.3
(See Def. 1)		WK. 2	32.1	32.2	33.2	34.3	35.4	36.8	36.7	37.7	40.6	42.2	42.5	43.0	43.8	43.8	44.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. NOV. 9, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 2, 1986

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)																7,600 8.7 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																6,380
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																7.3 13 7.4 7.2
E E K 2	TOTAL AUDIENCE (Households (000) & %)																8,480 9.7 CBS EVENING NEWS- SUNDAY
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																7,170
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																8.2 15 7.6 8.8
E E K 2	TOTAL AUDIENCE (Households (000) & %)																28,670 32.8
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																14,330
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																16.4* 31* 16.6 16.8*
E E K 2	TOTAL AUDIENCE (Households (000) & %)																7,990 8.8 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																6,560
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																7.5 13 7.2 7.8
E E K 2	TOTAL AUDIENCE (Households (000) & %)																25,520 29.2
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																10,310
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																11.6* 25* 11.4 11.2*
E E K 2	TOTAL AUDIENCE (Households (000) & %)																3,670 4.2
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																3,670
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																4.2 9 4.7 4.2
TV HOUSEHOLDS USING TV WK. 1		44.7	45.1	45.0	46.3	47.6	47.9	46.5	46.9	48.0	49.3	49.7	51.6	54.0	56.7	58.6	60.5
(See Def. 1)		45.2	46.2	46.6	46.8	46.4	45.3	45.3	46.1	48.1	49.5	50.0	52.6	55.1	56.3	57.2	59.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. NOV. 9, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC ABC NEWSBRIEF-MON		8.58- 8.59PM	8.45	5,770	6.6	5,770	6.6	10	6.6		11,710	13.4	11,710	13.4	20	13.4	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.28AM	-GRID	24,120	27.6	7,690	8.8	14			34,610	39.6	18,880	21.6	35		
	2	9.00-12.02AM	-GRID														20.4
		11.00							6.0								19.6
		11.15					5.9*	9*	5.7					20.0*	36*		20.0
		11.30							10.1								19.2
		11.45					11.4*	22*	12.7					19.6*	42*		18.8
		12.00							12.9								
		12.15					12.5*	31*	12.0								
CBS AMERICAN PORTRAIT 5US(SUS)	1	8.56- 8.59PM	8.45														
NBC WORLD SERIES GAME #7(S)	1	8.11-11.30PM	-GRID	52,270	59.8	34,000	38.9	55									
		11.00							43.1								
		11.15					42.8*	66*	42.4								
NBC WORLD SERIES PRE GAME #7(S)	1	8.00- 8.11PM	-GRID	20,450	23.4	20,710	23.7	37									
EVENING TUESDAY																	
ABC ABC SPECIAL REPORT-7:32P(SUS)	2	7.32- 7.35PM	7.30														
ABC '86 VOTE ELEC. RPT- 8:02P(S)	2	8.02- 8.05PM	8.00								14,600	16.7	13,110	15.0	24	15.0	
ABC WHO'S THE BOSS?	2	8.00- 8.02PM	-GRID								22,110	25.3	17,390	19.9	29		
	2	8.05- 8.21PM															
	2	8.23- 8.35PM	8.30													21.1	
ABC '86 VOTE ELEC. RPT- 8:38P(S)	2	8.38- 8.39PM	8.30								15,210	17.4	15,210	17.4	29	17.4	
ABC MOONLIGHTING	2	8.35- 8.38PM	-GRID								25,000	28.6	18,270	20.9	32		
	2	8.41- 9.10PM															
	2	9.15- 9.43PM														19.9*	32*
		9.30														19.9	
ABC ABC NEWSBRIEF-TUE	2	8.57- 8.58PM	8.45								14,680	16.8	14,680	16.8	24	16.8	
ABC '86 VOTE ELEC. RPT- 9:10P(S)	2	9.10- 9.12PM	9.00								16,610	19.0	16,260	18.6	31	18.6	
ABC ABC NEWSBRIEF-TUE	1	9.58- 9.59PM	9.45	15,210	17.4	15,210	17.4	27	17.4								
CBS AMERICAN PORTRAIT	1	8.58- 8.59PM	8.45	10,230	11.7	10,230	11.7	18	11.7								
NBC DECISION '86-ELECT-8.26P(S)	2	8.26- 8.30PM	8.15								15,300	17.5	14,330	16.4	24	16.4	
NBC DECISION '86-ELECT-9.26P(S)	2	9.26- 9.30PM	9.15								11,010	12.6	10,050	11.5	17	11.5	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	12,150	13.9	12,150	13.9	22	13.9		12,670	14.5	12,670	14.5	22	14.5	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	11,270	12.9	11,270	12.9	20	12.9		11,100	12.7	11,100	12.7	19	12.7	
CBS WE THE PEOPLE	1	8.58- 8.59PM	8.45	9,790	11.2	9,790	11.2	18	11.2								
CBS WE THE PEOPLE-SUS(SUS)	2	8.58- 8.59PM	8.45														
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	9,700	11.1	9,700	11.1	17	11.1		8,740	10.0	8,740	10.0	15	10.0	
CBS WE THE PEOPLE-SUS(SUS)	1	8.58- 8.59PM	8.45														
NBC NBC NEWS DIGEST-2-M-F	2	9.58- 9.59PM	9.45								14,330	16.4	14,330	16.4	24	16.4	

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				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.41- 8.42PM	8.30	9,090	10.4	9,090	10.4	18	10.4								
	2	8.42- 8.43PM	8.30								10,580	12.1	10,580	12.1	20	12.1	
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	5,590	6.4	5,590	6.4	10	6.4		6,030	6.9	6,030	6.9	11	6.9	
CBS WE THE PEOPLE-SUS.(SUS)		8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	4,980	5.7	4,980	5.7	10	5.7		3,500	4.0	3,500	4.0	7	4.0	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	4,720	5.4	4,720	5.4	9	5.4		5,590	6.4	5,590	6.4	11	6.4	
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	9,090	10.4	9,090	10.4	18	10.4		8,480	9.7	8,480	9.7	16	9.7	
CBS NEWSBREAK-SAT.	1	9.58- 9.59PM	9.45	9,440	10.8	9,440	10.8	19	10.8								
	2	9.54- 9.55PM	9.45								6,120	7.0	6,120	7.0	12	7.0	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	12,760	14.6	12,760	14.6	25	14.6		14,600	16.7	14,600	16.7	28	16.7	
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45								13,020	14.9	13,020	14.9	25	14.9	
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.55- 8.56PM	8.45	9,610	11.0	9,610	11.0	16	11.0								
	2	8.58- 8.59PM	8.45								10,050	11.5	10,050	11.5	17	11.5	
ABC ABC NEWSBRIEF-SUN.		9.52- 9.53PM	9.45	11,710	13.4	11,710	13.4	21	13.4		12,410	14.2	12,410	14.2	21	14.2	
ABC REPUBLICAN POLITICAL(S)	1	10.56-11.00PM	10.45	10,660	12.2	9,260	10.6	19	10.6								
CBS CBS NFL FOOTBALL GAME 2	2	4.16- 7.12PM	-GRID 7.00								25,520	29.2	10,310	11.8 15.0*	24 26*	15.1	
CBS 60 MINUTES	2	7.12- 8.12PM	-GRID 8.00								27,710	31.7	18,970	21.7 26.0*	33 39*	26.0	
CBS MURDER, SHE WROTE	2	8.12- 9.12PM	-GRID 9.00								28,750	32.9	22,020	25.2 26.0*	37 38*	26.0	
CBS SPORTSBREAK-SUN	1	8.58- 8.59PM	8.45	19,320	22.1	19,320	22.1	32	22.1								
CBS CBS SUNDAY MOVIE	2	9.12-11.12PM	-GRID 11.00								21,330	24.4	12,760	14.6 13.8*	23 26*	13.8	
CBS SPORTSBREAK-SUN	2	9.10- 9.11PM	9.00								16,870	19.3	16,870	19.3	28	19.3	
CBS NEWSBREAK-SUN.	1	9.58- 9.59PM	9.45	15,300	17.5	15,300	17.5	27	17.5		9,260	10.6	9,260	10.6	16	10.6	
	2	10.20-10.21PM	10.15														
CBS REAGAN PAID POLITICAL(S)	1	10.55-11.00PM	10.45	12,150	13.9	10,750	12.3	23	12.3								
NBC NFL FOOTBALL GAME 2-NBC	1	4.26- 7.08PM	-GRID 7.00 7.15	28,670	32.8	14,330	16.4 15.6*	32 26*	15.7 .5								
NBC OUR HOUSE	1*	7.10- 8.10PM	-GRID 8.00	17,740	20.3	11,620	13.3 15.3*	20 23*	15.3								
NBC EASY STREET	1	8.10- 8.40PM	-GRID 8.30	13,280	15.2	11,450	13.1	19	13.5								
NBC VALERIE	1	8.40- 9.10PM	-GRID 9.00	15,990	18.3	12,670	14.5	21	16.8								
NBC NBC NEWS DIGEST-SUN	2	8.58- 8.59PM	8.45								11,100	12.7	11,100	12.7	18	12.7	
	1	9.08- 9.09PM	9.00	10,750	12.3	10,750	12.3	18	12.3								

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING SUNDAY-CONT'D															
NBC NBC NEWS DIGEST-2-SUN.	1	10.00-10.01PM	10.00	10,490	12.0	10,490	12.0	19	12.0						
NBC NATIONAL REPUB COMM(S)	1	11.05-11.10PM	11.00	11,620	13.3	10,230	11.7	24	11.7						
EVENING MONDAY-FRIDAY															
ABC ABC SPECIAL REPORT-11:07P(SUS)	2	11.07-11.10PM	11.00												
ABC ABC NEWS:NIGHTLINE		>	11.30	6,820	7.8	5,420	6.2	19	6.8						
			11.45						5.7						
			12.00						5.0						
ABC ABC NEWS:NIGHTLINE-TUE	2	12.00-12.45AM	12.00												
			12.15												
			12.30												
ABC DICK CAVETT-TUE	1	12.01- 1.00AM	12.00	1,920	2.2	1,310	1.5	9	1.7						
			12.15				1.6*	8*	1.5						
			12.30						1.5						
			12.45						1.4						
ABC DICK CAVETT-WED	1	12.04- 1.03AM	12.00	1,840	2.1	1,310	1.5	8	1.9						
			12.15				1.7*	9*	1.5						
			12.30						1.4						
			12.45						1.1						
			1.00						1.0						
ABC JIMMY BRESLIN'S PEOPLE-FR		12.01- 1.00AM	12.00	1,310	1.5	790	.9	4	1.3						
			12.15				1.1*	4*	1.0						
			12.30						.8						
			12.45				.7*	4*	.6						
ABC JIMMY BRESLIN'S PEOPLE-TH		12.01- 1.00AM	12.00	1,050	1.2	790	.9	5	1.1						
			12.15				1.1*	5*	1.0						
			12.30						.8						
			12.45				.7*	4*	.6						
ABC DICK CAVETT-WED	2	12.31- 1.30AM	12.30												
			12.45												
			1.00												
			1.15												
ABC ABC NEWS:NIGHTLINE-MON	1	12.58- 1.29AM	12.45	4,280	4.9	3,500	4.0	22	4.4						
	2	12.53- 1.23AM	12.45												
			1.00						4.4						
			1.15						3.5						
ABC DICK CAVETT-TUE	2	1.15- 2.14AM	1.15												
			1.30												
			1.45												
			2.00												
CBS WE THE PEOPLE	2	8.58- 8.59PM	8.45												
CBS NEWSBREAK-M-F		>	9.45	10,230	11.7	10,230	11.7	18	11.7						
CBS CAMPAIGN '86:ELECT-11.30P(S)	2	11.30-11.53PM	11.30												
			11.45												
CBS CBS LATE NIGHT I		>	11.30	5,510	6.3	3,930	4.5	16	4.8						
			11.45				4.7*	14*	4.6						
CONT'D															
ABC JIMMY BRESLIN'S PEOPLE-FR		12.01- 1.00AM	12.00	1,490	1.7	700	.8	3	1.3						
			12.15				1.1*	4*	.9						
			12.30						.7						
			12.45				.6*	3*	.5						
ABC JIMMY BRESLIN'S PEOPLE-TH		12.01- 1.00AM	12.00	960	1.1	520	.6	3	.8						
			12.15				.7*	3*	.6						
			12.30						.5						
			12.45				.5*	3*	.5						
ABC DICK CAVETT-WED	2	12.31- 1.30AM	12.30	960	1.1	700	.8	5	1.0						
			12.45				.9*	5*	.8						
			1.00						.7						
			1.15				.7*	5*	.8						
ABC ABC NEWS:NIGHTLINE-MON	1	12.58- 1.29AM	12.45	4,540	5.2	3,930	4.5	23	5.2						
	2	12.53- 1.23AM	12.45						4.4						
			1.00						3.9						
			1.15												
ABC DICK CAVETT-TUE	2	1.15- 2.14AM	1.15	1,400	1.6	870	1.0	9	1.2						
			1.30						1.2						
			1.45						.9						
			2.00				1.0*	9*	.9						
							.9*	9*	.9						
CBS WE THE PEOPLE	2	8.58- 8.59PM	8.45	12,670	14.5	12,670	14.5	21	14.5						
CBS NEWSBREAK-M-F		>	9.45	10,660	12.2	10,660	12.2	18	12.2						
CBS CAMPAIGN '86:ELECT-11.30P(S)	2	11.30-11.53PM	11.30	7,080	8.1	5,770	6.6	16	6.9						
			11.45						6.0						
CBS CBS LATE NIGHT I		>	11.30	5,680	6.5	4,020	4.6	17	4.8						
			11.45				4.8*	15*	4.7						

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVERNING MONDAY-FRIDAY-CONT'D															
CBS CBS LATE NIGHT I-CONT'D			12.00						4.6 M-F					4.6 MWTHF	
			12.15					4.3* 18*	4.1 M-F					4.4* 18*	4.4 MWTHF
			12.30					3.5* 16*	3.8 M-F					4.3* 21*	4.4 MWTHF
CBS CAMPAIGN '86:ELECT-12.00A(S)	2	12.00-12.23AM	12.00							5,770	6.6	4,540	5.2	15	5.2 TUE.
			12.15											5.0 TUE.	
CBS CAMPAIGN '86:ELECT-12.30A(S)	2	12.30-12.53AM	12.30							5,070	5.8	4,370	5.0	17	5.0 TUE.
			12.45											5.0 TUE.	
CBS CBS LATE NIGHT II		>	12.30	3,320	3.8	2,100	2.4	15	3.1 M-F	3,580	4.1	2,800	3.2	19	3.6 MWTHF
			12.45					2.9* 16*	2.8 M-F					3.4* 18*	3.2 MWTHF
			1.00						2.5 M-F					3.1	3.1 MWTHF
			1.15					2.5* 17*	2.4 M-F					3.0* 19*	2.8 MWTHF
			1.30						1.8 FRI.						
			1.45					1.7* 11*	1.7 FRI.						
			2.00						1.7 FRI.						
			2.15					1.7* 14*	1.6 FRI.						
			2.30						1.3 FRI.						
			2.45					1.3* 12*	1.3 FRI.						
CBS CAMPAIGN '86:ELECT-1.00A(S)	2	1.00-1.23AM	1.00							4,200	4.8	3,760	4.3	17	4.4 TUE.
			1.15											4.1 TUE.	
		VARIOUS TIMES (SUS)													
CBS CAMPAIGN '86:ELECT-1.30A(S)	2	1.30-1.53AM	1.30							4,020	4.6	3,410	3.9	17	4.8 TUE.
			1.45											3.8 TUE.	
CBS CBS NEWS NIGHTWATCH-1		2.00-2.30AM	2.00	1,050	1.2	960	1.1	12	1.1 M-THSU	1,140	1.3	960	1.1	11	1.1 M-THSU
			2.15						1.0 M-THSU					1.1 M-THSU	
CBS CBS NEWS NIGHTWATCH-2		2.30-3.00AM	2.30	1,310	1.5	1,140	1.3	18	1.3 M-THSU	1,220	1.4	1,050	1.2	14	1.2 M-THSU
			2.45						1.4 M-THSU					1.2 M-THSU	
CBS CBS NEWS NIGHTWATCH-3		3.00-6.00AM	3.00	1,920	2.2	960	1.1	21	1.3 M-THSU	1,920	2.2	960	1.1	20	1.4 M-THSU
			3.15					1.3* 21*	1.2 M-THSU					1.4* 21*	1.3 M-THSU
			3.30						1.1 M-THSU					1.3 M-THSU	
			3.45					1.1* 20*	1.1 M-THSU					1.2* 21*	1.2 M-THSU
			4.00						1.0 M-THSU					1.1* 22*	1.1 M-THSU
			4.15					1.0* 20*	1.0 M-THSU					1.1* 22*	1.1 M-THSU
			4.30						1.0 M-THSU					1.0 M-THSU	
			4.45					1.0* 21*	1.0 M-THSU					1.0* 21*	1.0 M-THSU
			5.00						1.0 M-THSU					1.1 M-THSU	
			5.15					1.0* 21*	1.1 M-THSU					1.1* 23*	1.1 M-THSU
			5.30						1.1 M-THSU					1.0 M-THSU	
			5.45					1.1* 21*	1.0 M-THSU					1.0* 19*	1.0 M-THSU
NBC NBC NEWS DIGEST-M-F	1	>	8.00	13,280	15.2	13,280	15.2	24	24.2 M-F	11,540	13.2	11,540	13.2	20	13.2 MWTHF
	2	8.58-8.59PM	8.45						13.0 TU-F						
NBC NBC NEWS DIGEST-2-M-F	1	9.58-9.59PM	9.45	10,310	11.8	10,310	11.8	18	11.8 TU&TH						
NBC DECISION '86-ELECT-11.30P(S)	2	11.30-11.55PM	11.30							4,370	5.0	3,670	4.2	11	4.5 TUE.
			11.45											3.7 TUE.	
NBC TONIGHT SHOW		>	11.30	7,870	9.0	4,720	5.4	19	6.6 M-F	10,140	11.6	6,210	7.1	22	7.9 MWTHF
			11.45					6.1* 18*	5.6 TU-F					7.5* 21*	7.2 MWTHF
CONT'D															

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				WEEK 1						WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %
EVENING MONDAY-FRIDAY-CONT'D				12.00					5.4	M-F						7.2	MWTHF	
NBC TONIGHT SHOW-CONT'D				12.15				5.1*	20*	5.2	M-F			6.8*	24*	6.3	MWTHF	
				12.30					5.6	MON.								
				12.45				5.0*	22*	4.4	MON.							
				1.00					4.4	MON.								
				1.15				4.0*	23*	3.4	MON.							
NBC WORLD SERIES POST GAME(S)				1 11.30-11.55PM 11.30	30,850	35.3	23,160	26.5	50	31.5	MON.							
				11.45					19.0	MON.								
NBC DECISION '86-ELECT-12.00A(S)				2 12.00-12.25AM 12.00							4,370	5.0	3,670	4.2	15	4.4	TUE.	
				12.15											4.0	TUE.		
NBC DAVID LETTERMAN I				> 12.30	3,410	3.9	2,880	3.3	19	3.6	M-TH	4,110	4.7	3,500	4.0	20	4.2	M-TH
				12.45						3.2	TU-TH					3.8	M-TH	
				1.15						2.9	MON.							
				1.30						3.2	MON.							
				1.45						3.1	MON.							
NBC FRIDAY NIGHT VIDEOS				12.30- 2.00AM 12.30	4,980	5.7	3,060	3.5	19	4.5	FRI.	6,820	7.8	3,500	4.0	20	5.5	FRI.
				12.45				4.2*	18*	3.9	FRI.				4.9*	20*	4.4	FRI.
				1.00						3.5	FRI.					3.9	FRI.	
				1.15				3.4*	19*	3.2	FRI.				3.9*	20*	3.9	FRI.
				1.30						3.0	FRI.					3.5	FRI.	
NBC DAVID LETTERMAN II				> 1.45				2.9*	19*	2.9	FRI.				3.3*	20*	3.1	FRI.
				1.00	2,800	3.2	2,270	2.6	19	2.7	M-TH	3,150	3.6	2,620	3.0	19	3.3	M-TH
				1.15						2.4	TU-TH						2.8	M-TH
				1.45						3.0	MON.							
				2.00						2.9	MON.							
				2.15						2.6	MON.							
DAY MONDAY-FRIDAY																		
ABC ABC WORLD NEWS-MORN-615A				6.15- 6.30AM 6.15	1,310	1.5	1,220	1.4	13	1.4	M-F	1,570	1.8	1,570	1.8	16	1.8	M-F
ABC ABC WORLD NEWS-MORN-645A				6.45- 7.00AM 6.45	2,450	2.8	2,360	2.7	16	2.7	M-F	2,880	3.3	2,620	3.0	19	3.0	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F				1 2.58- 2.59PM 2.45	5,940	6.8	5,940	6.8	25	6.8	M-F							
				2 2.45								6,210	7.1	6,210	7.1	24	7.1	M-F
ABC ABC NOTEBOOK(S)				1 4.00- 4.30PM 4.00	3,500	4.0	2,530	2.9	10	3.0	TUE.							
				4.15						2.8	TUE.							
CBS CBS EARLY MORNING NEWS				6.00- 6.30AM 6.00	1,750	2.0	1,400	1.6	18	1.4	M-F	1,660	1.9	1,310	1.5	16	1.3	M-F
				6.15						1.8	M-F						1.7	M-F
CBS NEWSBREAK-11.57				11.57-11.59AM 11.45	5,160	5.9	4,980	5.7	25	5.7	M-F	5,860	6.7	5,680	6.5	26	6.5	M-F
CBS NEWSBREAK-3.44				> 3.30	5,240	6.0	5,240	6.0	20	6.1	M-F	5,510	6.3	5,510	6.3	20	6.5	M-F
				3.45						5.8	M-F						6.1	M-F
CBS AMERICAN TREASURY				3.58- 3.59PM 3.45	4,810	5.5	4,810	5.5	18	5.5	MWF	5,070	5.8	5,070	5.8	18	5.8	MWF
CBS AMERICAN TREASURY SUS(SUS)				3.58- 3.59PM 3.45							THU.							THU.
CBS AMERICAN TREASURY-SUS(SUS)				3.58- 3.59PM 3.45							TUE.							TUE.
NBC NBC NEWS AT SUNRISE				6.30- 7.00AM 6.30	3,320	3.8	2,360	2.7	18	2.2	M-F	3,060	3.5	2,270	2.6	18	2.2	M-F
				6.45						3.2	M-F						3.0	M-F
NBC NBC NEWS DIGEST-DAYTIME				2.57- 2.58PM 2.45	3,580	4.1	3,580	4.1	15	4.1	MWF	3,930	4.5	3,930	4.5	16	4.5	MWF

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
NBC MAIN STREET 2(S)	1	4.00- 5.00PM	4.00 4.15 4.30 4.45	5,510	6.3	2,970	3.4	10	3.3	TUE.							
							3.2*	10*	3.2	TUE.							
									3.3	TUE.							
									3.7	TUE.							
DAY SATURDAY																	
ABC CFA COLLEGE FOOTBALL -PRE	1	3.00- 3.22PM	→GRID	2,270	2.6	1,840	2.1	6			2,800	3.2	2,360	2.7	8		
	2	3.00- 3.17PM	→GRID 3.15						1.9							2.6	
ABC CFA COLLEGE FOOTBALL GAME	1	3.22- 6.43PM	→GRID	17,830	20.4	5,510	6.3	16			17,480	20.0	6,210	7.1	18		
	2	3.17- 6.28PM	→GRID								17,480	20.0	6,210	7.1	18		
			6.15 6.30				7.8*	16*	7.8					6.7*	14*	6.2	
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45														
CBS IN THE NEWS-11.56AM	2	11.56-11.59AM	11.45								3,850	4.4	3,410	3.9	13	3.9	
CBS IN THE NEWS-11.56AM(B)	1	11.56-11.59AM	11.45	2,450	2.8	2,100	2.4	8	2.4								
CBS CBS COLLEGE FOOTBALL GAME	1	12.03- 3.39PM	→GRID 3.30	15,380	17.6	5,590	6.4	20	7.3								
							7.3*	20*	7.3								
CBS CBS COLLEGE FOOTBALL PRE	1	12.00-12.03PM	12.00	4,020	4.6	3,150	3.6	12	3.6		3,060	3.5	2,880	3.3	10	3.3	
CBS IN THE NEWS-12.26PM	2	12.26-12.29PM	12.15								5,160	5.9	4,460	5.1	15	5.1	
CBS CBS COLLEGE FOOTBALL PRE	2	2.30- 2.33PM	2.30								4,020	4.6	3,760	4.3	22	4.3	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,930	4.5	3,670	4.2	23	4.2		4,810	5.5	4,630	5.3	22	5.3	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,200	4.8	4,110	4.7	22	4.7		6,730	7.7	6,290	7.2	24	7.2	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,820	7.8	6,640	7.6	25	7.6		4,890	5.6	4,720	5.4	18	5.4	
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	4,980	5.7	4,720	5.4	18	5.4		4,810	5.5	4,630	5.3	17	5.3	
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	5,680	6.5	5,420	6.2	22	6.2								
DAY SUNDAY																	
CBS FOR OUR TIMES(SUS)	1	6.00- 6.30AM	6.00														
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.28PM	→GRID	33,740	38.6	17,920	20.5	47			30,420	34.8	14,680	16.8	38		
	2	1.00- 4.06PM	→GRID 4.15				22.5*	47*	19.0							5.2	
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.13PM	→GRID	14,160	16.2	5,420	6.2	14			28,060	32.1	14,070	16.1	37		
	2	1.00- 4.24PM	→GRID								28,060	32.1	14,070	16.1	37		
	2	1.00- 4.24PM	→GRID 4.15						1.9					15.6*	34*	12.1	